



# RECRUITMENT BRIEFING PACK

## CLIENT MANAGER

Diversified Australia  
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[divcom.net.au](http://divcom.net.au)

**diversified**



# ABOUT DIVERSIFIED

Diversified Australia is a leading trade events and business media company, and we are on a mission to connect, educate and strengthen Australian business communities.

As part of a third-generation, family-owned global group that has been growing since 1949, we bring industries together through world-class trade shows, conferences and digital content. Our portfolio spans Food and Hospitality, Manufacturing, Energy, Security, AV and more. Every year, our events help thousands of businesses make connections, discover new ideas and do business.

At Diversified, we're producers, educators and strategists. We curate the bright ideas, create the communities and run the events that industries rely on to grow. Our people work across Melbourne and Sydney and sit proudly within a global network with offices in the US, Canada and the UK. That means real career pathways, local ownership of your work and the backing of a business that's built to last.

We're a team that brings the same energy and passion to everything we do, from the trade show floor to community volunteer days, and we celebrate the wins along the way. If you want to grow your career, be trusted with real responsibility and help shape the future of Australia's business events, we'd love to hear from you.

## Our Values

- We bring our best always
- We stand together
- We are curious
- We are humble
- We are inspired
- We take the long view

## Our Vision

To create powerful industry ecosystems, powered by data and technology, that facilitates commerce, shares valuable insights and drives industry change.





# THE ROLE

We have an exciting opportunity for a driven, people-focused sales professional to join our team as a Client Manager. You'll play a key part in the success of one of our trade events, supporting revenue growth by building strong relationships with exhibitors, sponsors and industry leaders, and helping them get the most from our events.

Reporting to the Sales Manager, you'll look after a defined portfolio of accounts across exhibition space, sponsorship and digital. You'll keep existing customers happy and rebooking, find new business opportunities, and understand what each customer is trying to achieve so you can recommend the right solution. You'll work closely with our Product, Marketing and Operations colleagues to make sure those customer needs are delivered. On show days, you'll be out on the floor catching up with customers, hearing their feedback and kicking off conversations about next year.

You won't be learning on your own. You'll have regular coaching, clear activity benchmarks and structured guidance to help you build your consultative selling skills and grow your career. You'll also have the support of a team that celebrates wins together, asks for help openly and backs each other every step of the way.

We're looking for someone with a background in sales, business development, account management or another customer-facing role, and a genuine passion for building relationships. You're a confident communicator who enjoys picking up the phone, meeting new people and having great conversations with customers, and you're just as comfortable following up in writing as you are face to face. A sharp eye for detail and good time management is essential, because you'll be juggling multiple accounts, proposals and deadlines.

Above all, we're looking for someone who is curious, coachable and keen to grow. You understand (or want to learn) how a consultative, needs-based approach to selling works, you welcome feedback as a chance to get better, and you're proactive, resilient and driven to achieve results. Experience with Salesforce and MS Office is a bonus, and an interest in the events and exhibition industry will take you far. Industry knowledge is valued but not required, because we'll help you learn the rest.





# KEY ROLE ACCOUNTABILITIES

## **Financial Targets**

- Work towards an individual revenue target for their assigned event across exhibition space, sponsorship and digital, as set by the Sales Manager.
- Contribute to a balanced mix of rebooks, renewals and new business within the assigned portfolio.
- Track progress against target and pacing, and raise any concerns early with the Sales Manager.
- Provide regular updates on personal performance in scheduled one-on-ones.

## **Relationship Building and Business Development**

- Build positive, professional relationships with assigned exhibitors, sponsors and industry contacts.
- Understand each customer's objectives and recommend suitable space, sponsorship and digital options, with guidance from the Sales Manager on larger or more complex accounts.
- Conduct structured prospecting and lead follow-up through calls, emails, meetings and LinkedIn, in line with weekly activity benchmarks.
- Support the Sales Manager on key accounts by preparing information, drafting proposals and following up on agreed actions.
- Build working knowledge of the industry the event serves and the customer segments it attracts.
- Work with Product, Marketing and Operations colleagues to make sure customer needs are understood and delivered.

## **Administration**

- Keep accurate, up-to-date records in Salesforce, including opportunities, activity, next steps and forecasts.
- Prepare sales proposals, contracts and customer communications that follow brand guidelines and approved pricing.
- Meet the call, meeting and proposal volumes set for the role.
- Support the accuracy of the floor plan by liaising with Product and Operations.
- Provide pipeline updates to the Sales Manager as requested and prepare for, and follow up after, sales meetings.



# KEY ROLE ACCOUNTABILITIES

## **On-site Responsibilities**

- Support the re-signing of exhibitors and sponsors for the next event cycle during the show.
- Meet with assigned customers on the floor, listen to their feedback and identify follow-up opportunities.
- Represent the brand professionally at all times.
- Assist with event set-up and execution as required.
- Capture post-event feedback and share it with the Sales Manager and Product team.

## **Exhibitor / Sponsor Retention**

- Maintain regular contact with assigned exhibitors to support satisfaction and rebooking.
- Flag retention risks early to the Sales Manager and help carry out agreed engagement plans.
- Pass customer feedback and insights to Product Managers to inform future event development.
- Complete post-event follow-up promptly, capturing rebooking intentions and feedback.
- Support initiatives that improve exhibitor NPS and satisfaction.

## **Sales Planning and Reporting**

- Carry out the sales plan set by the Sales Manager, with a clear understanding of targets, activity levels and timelines.
- Turn revenue goals into structured daily and weekly sales activity.
- Contribute market and customer insights to forecasting, post-event reviews and planning sessions.
- Take part in performance reviews and development discussions, and act on coaching feedback.

## **Company Advocacy and Professionalism**

- Work collaboratively with the sales team and other functions to achieve outcomes that serve our customers.
- Represent Diversified Communications Australia as a quality provider of exhibition services.
- Act in a professional, courteous and ethical manner in all activities.
- Model the company values in day-to-day behaviour.



# SKILLS AND EXPERIENCE

## **Success in this role will require the following:**

- Experience in a sales, business development, account management or customer-facing role.
- Confident communicator, comfortable making outbound calls and holding professional conversations with customers.
- Coachable, curious and motivated to develop their sales craft, and open to feedback.
- Understanding of the sales cycle and a consultative, needs-based approach to selling.
- Proficiency with MS Office and CRM systems (Salesforce preferred).
- Strong interpersonal, customer service and written communication skills.
- Good time management, attention to detail and the ability to manage multiple tasks.
- Comfortable building relationships through networking and LinkedIn.
- Proactive, resilient and driven to achieve results.
- Interest in the events and exhibition industry; industry-specific knowledge is valued but not required.
- Willingness to work at events and outside normal hours from time to time, and to travel when required.



# THE RECRUITMENT PROCESS

**1. Search**  
This process will take place by using a variety of media platforms including SEEK and LinkedIn. During this period our People & Culture team may contact you to discuss initial screening questions.

**2. Recommendations for shortlist and shortlist interviews**  
After the screening process, our People & Culture team will make a recommendation to the Hiring Manager.

Candidates selected from shortlisting will be contacted and invited to participate in the first round of interviews with the hiring manager and a possible second Diversified representative.

There may be more than one interview/discussion and other key stakeholders may be involved as required.

**3. Due diligence and decision**  
Reference and VEVO checks will take place for the leading candidate. Once all checks have been completed, an offer letter, employment agreement and required payroll documents will be sent to the preferred candidate for review and acceptance.

Unsuccessful candidates will be notified.

**4. Contact Information**  
For more information on this role, please reach out to our Head of People & Culture at [tadamstein@divcom.net.au](mailto:tadamstein@divcom.net.au)





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